Appln No. 10/815621
Amdt. Dated: October 28, 2009
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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-31. (Cancelled)

32. (Currently amended)   A method of enabling entry to a competition by an entrant via machine-readable coded data on an entry form, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the sensing device being associated with the entrant and the interaction data resulting from interaction of the sensing device with the coded data on the entry form, the interaction data including a sensing device ID of the sensing device, and competition entry data;

identifying a telecommunication address of the entrant from the association between the entrant and the sensing device ID;

associating a temporary telecommunication address with the telecommunication address;

sending the temporary telecommunication address, product identification data and competition entry data to a competition administrator;

receiving, from the competition administrator, information addressed to said temporary telecommunication address;

identifying the telecommunication address associated with the temporary telecommunication address; and

forwarding the information from the competition administrator to the telecommunication address.

33-39. (Cancelled)

40. (Previously presented)   The method as claimed in claim 32, further including the step of:

prior to forwarding the information from the competition administrator to the telecommunication address, verifying whether a predetermined criterion is met.

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41. (Previously presented)   The method as claimed in claim 33, wherein the predetermined criterion includes comparing a number of messages previously forwarded to the telecommunication address with a maximum amount.

42. (Previously presented)   The method as claimed in claim 32, wherein the coded data encodes a unique product identity associated with the entry form, and the interaction data includes the unique product identity, the method further including the step of:

verifying, by the competition administrator, purchase details associated with the unique product identity.